

# List Building for Authors

## Creating a Follow-Up Email Sequence



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## A Note from D'vorah



Now that you've created your giveaway and set up your auto-responder system, it's time to create a follow-up email series for your subscribers. By keeping in touch with your subscribers on a regular basis, you'll have the opportunity to build an ongoing relationship with them. Your follow-up series provides you with a way to create valuable content which demonstrates your level of expertise in your topic area. This also provides your subscribers with an experience of your teaching style.

Once you've created your follow-up series, you can automate the delivery of these messages. Perhaps you'd like to create an informative *eCourse* that is delivered every other day or once a week, for five installments. Or maybe you'd like to create a weekly *tips series*, which shares new strategies or techniques with your audience. Then again, you may want to survey your audience, collect their questions, and create a *your questions series*.

The sky is the limit when it comes to types of content to create. The main point in delivering ongoing content is so you can build that ongoing relationship with your audience while fueling their desire to want to learn more from you. In this module, we explore the anatomy of a follow-up series and the type of content you can develop for this series. We'll also talk about how to keep in touch with your subscribers, once the multi-week follow-up series has ended.

Enjoy this module's content of creating a follow-up series for your subscribers.

Here's to your continued success,

*Dvorah Lansky*

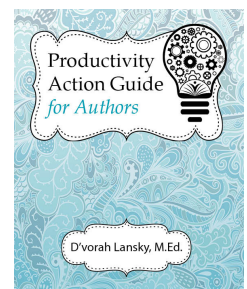
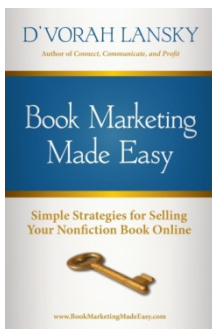
### About D'vorah

D'vorah Lansky, M.Ed., is the bestselling author of *Book Marketing Made Easy: Simple Strategies for Selling Your Nonfiction Book Online* and *21 Ways to Launch a Successful Virtual Book Tour*. She is also the founder of the Book Marketing Made Easy community, and the producer of the Annual Book Marketing Conference Online.

D'vorah has been marketing online since 1994 and has trained thousands of authors and virtual professionals in online book marketing practices since 2007. She is passionate about online marketing as well as helping authors grow their business and their brand as they achieve their dreams.

You can connect with D'vorah at:

- [www.BooksByDvorah.com](http://www.BooksByDvorah.com)
- [www.ReachMoreReaders.com](http://www.ReachMoreReaders.com)



## Introduction

When people subscribe to your list, they are giving you permission to communicate with them. You want to treat that with respect and make the most of the opportunity. While in time you'll be able to invite them to enroll in your programs for a fee, you want to begin by providing them with pertinent and informative free content, on topics of interest to them.

The key to growing relationships with your subscribers is to provide them with valuable content, on an ongoing basis. You don't want to write them too often or too infrequently as both of these scenarios could cause people to unsubscribe from your list. Sending an informative email to your list once a week is often enough for them to welcome your messages and remember who you are. If you write them "once in a blue moon" they may not remember who you are or why they subscribed to your list.

Think about the emails you receive. Which are the emails you scramble to open and which are the ones you dread or unsubscribe from. Typically people appreciate receiving helpful and informative email that is not too "salesy." While over time you can certainly recommend products or services or invite your readers to register for one of your programs, the focus of your emails should be on educating and entertaining your audience.



## Creating Your Auto-Responder Follow-up Messages

Once you've created a giveaway, put your auto-responder system in place, and have added a subscriber form to your site, you can begin inviting people to subscribe to your list. In addition to the gift you promised them, you'll want to provide them with ongoing messages, in the form of valuable and interesting content.

There are two types of messages that you'll be creating: follow-up messages and broadcast messages. A follow-up message is a linked series of messages that go out, automatically, over a period of time. A weekly *tips series* or *answers to subscriber questions*, or links to *relevant blog posts*, are examples of types of content you can include in your follow-up messages.

A broadcast message goes out one time, to the people who are currently on your list. You could send out a broadcast message to announce that a call is about to begin or to announce a time sensitive offer. You can also use the broadcast message option to send out a weekly or monthly eNews letter. Think of broadcast messages as messages that you send out manually and follow-up messages as messages that you upload ahead of time, that go out automatically, based on when a subscriber is added to your list.

### Tips for Creating Ongoing Content for Your List

Ideally you want to be in touch with your list at least once a week. You can send them a tip-of-the-week, an eCourse on a topic of interest, or a link to new blog posts or videos on your site. This will allow people the opportunity to get to know you while providing you the opportunity to demonstrate your credibility and the value you offer.

There are several ways you can use your auto-responder system when communicating with your subscribers. The first way is to create a welcome message that goes out automatically when someone subscribes to your list. This type of email is typically a welcome message or a thank you message that provides value and reminds people what they have registered for.

Next, you'll want to create a follow-up series. This series can be programmed to go out automatically once a week, once every few days, or in whatever time frame you'd like. This is what the term "auto-responder" refers to. When someone subscribes to your list, they automatically receive your first message and then, in the time sequence you've established, they'll automatically receive the rest of the messages in the series.

What's great about an auto-responder series is, you can compose several messages and then begin driving traffic to your site to invite subscriptions. You can continue to write and program future messages as you go along.

On the following pages you'll find a collection of ideas for the various types of content that can be used when creating a follow-up series. Enjoy the process and enjoy providing valuable content to the exact people who are hungry for information in your topic area.

In creating ongoing content for your list, the secret is to be consistent. You can begin inviting subscribers to your list as soon as you have a few messages scheduled. From there, keep ahead of the game by continuing to create content on an ongoing basis. One of the most effective ways to do this is to schedule time in your calendar to create new messages. By providing people with ongoing, valuable content they'll look forward to hearing from you and make it a priority to read what you send them.

When composing messages:

- Keep them brief and leave white space between paragraphs
- Make sure your subject lines are specific and personalized
- Provide people with an action step but keep the number of links you provide, to a minimum. The fewer choices you provide, the more likely people are to take action
- Include links to blog posts, videos, books on Amazon, or on occasion, programs you are promoting
- Proofread your messages by sending a "test" message to yourself, before you send a message out to your list. This is a good way to catch typos and correct anything that is unclear.

To proofread your message, you can email a test copy to yourself. As you read the message, put yourself in the shoes of your subscribers. Look for typos or unclear thoughts. Also notice the tone of the message. Is your message interesting and informative, or is it overly salesy?

These practices will increase the likelihood of people reading your messages and taking action. Use your auto-responder service, as a tool to build relationships with your audience; don't **just** focus on trying to "sell stuff". By taking the time to share valuable information and appreciation, you will create a loyal following of raving fans.

## Content Creation Ideas for Your Follow-Up Series

### Creating a Free eCourse for Your Subscribers

Offering a free eCourse can be a wonderful way to connect with your readers and build an ongoing relationship with people interested in your topic. Set up an opt-in form on your site that invites people to claim their copy of your free eCourse. You can then set up auto-responder messages that include daily segments of your 5-day eCourse, for example.

You can automate this so when someone registers their name and email address to gain access to your eCourse, they automatically begin receiving the lessons that you've setup in your auto-responder program. Your daily segments do not need to be lengthy; in fact short and sweet messages are more likely to be read. I like to create a consistent format for my messages so people know what to expect and how to easily locate their eCourse emails.

Here's an example of a format that I follow.

- At the beginning of your subject line include something like [Author eCourse] Day 1: Topic of today's lesson here, as it applies to your eCourse.
- Add the special auto-responder code to pull in the person's first name, both in the subject line of the email and in the body of the message.
- Begin each message with something like, Hi Jim, welcome to day #3 of the Five Day Book Marketing eCourse. Today you are going to cover...
- Provide two or three brief paragraphs of content with white space between paragraphs.
- Consider including a section after the lesson content called: Action Steps.
- Consider having a Facebook group where you can interact with people interested in your topic area. You can include an invitation to share their thoughts or ask their questions about that day's lesson over in your community Facebook group.
- You can compose your eCourse lesson directly in your auto-responder system, or you can compose them in your word processing program and upload them to your auto-responder system.

Having people register for your free eCourse can increase your book sales. By providing them with a sample of your work, those interested in your topic area will be hungry for more and will likely be interested in your book. While it's not a good idea to try to sell something in the first few messages, you can begin to plant seeds and let them know about your book or program as you go along. In this way you are interspersing great content with gentle offers.

One way to share gently share about your book or program, is to include it as part of your signature. For example, after your name you can include "author of" and your book title, along with a link to your book

over on Amazon. As you go along, you can even invite them to check out your book to learn more.

## **Create a Free Companion Course for People Who Have Purchased Your Book**

To increase your product sales and build community with your readers, consider offering a free companion course for people who purchase your book. This will allow you to extend the content of your book and provide interactive opportunities for your audience. Your free companion course can be as simple as an expanded version of your free introductory eCourse. Another option is to include audio and/or video content along with written content, and perhaps a monthly Q&A call with your customers.

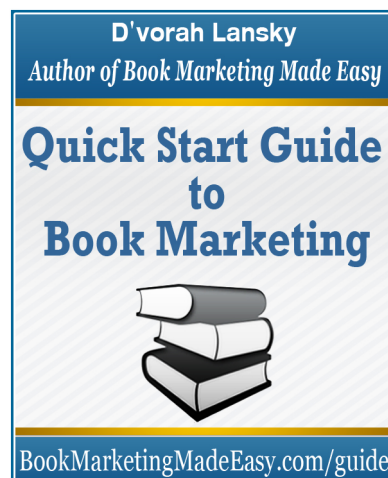
By providing your subscribers, access to you and the opportunity to hear your voice, you'll have the opportunity to build relationships with members of your target audience. By providing value and sincerity, over time some of these customers may go on to become clients of your courses or coaching programs.

Offering a free companion course to people who purchase your book will allow you to build an ongoing relationship with people who have indicated that they are seriously interested in your topic area.

Include an invitation, right in your book, for readers to claim their free companion course. You can provide a URL to a hidden page on your site, where you have a subscriber form posted. Be sure to include your photograph and an image of your book, or free gift offer.

Here's an example of what you can post on that page:

Thank you for your purchase of [Your Book Title]  
Register below to gain access to your free companion course.  
Here's to your success! D'vorah  
Subscriber Form Here





## Collection of Content Creation Ideas

There are endless ideas for types of content you can send out to your list. Here are a few suggestions to get you started. You are only limited by your imagination, so have fun with this. The bottom line, when creating content for your subscribers, is to provide relevant enjoyable reading for them, so they eagerly open your emails and respond to your questions and suggested action steps.

- Make a list of major concerns, issues and topics relevant to your target audience.
- Keep an ongoing list of ideas, as they come to mind.
- Write product reviews and comparisons. Post these as blog articles on your site. You may want to select products that you can become an affiliate for. You can then include your affiliate link to these products. Then, when anyone purchases those products through your link, you'll receive an affiliate commission.
- Conduct interviews with experts in your industry.
- Create case studies by interviewing successful customers. Have these interviews be informative and focused on topics your audience is interested in.
- Create a survey that invites questions from your subscribers. You can do this with a free service such as Survey Monkey ([www.surveymonkey.com](http://www.surveymonkey.com)) or a WordPress plugin such as Gravity Forms ([www.bookmarketingmadeeasy.com/gravityforms](http://www.bookmarketingmadeeasy.com/gravityforms)).
- Browse relevant websites for topic ideas.
- If you read an article that you have a strong opinion on, write about it. While you can certainly leave a comment on the original post, you can also share your opinion with your readers.
- Check the competition. See what competitors are talking about and then see how you can offer better or more up-to-date advice.
- Invite your subscribers to a teleseminar or conference call when you can share relevant content with them. You can answer subscriber questions (that you collect ahead of time via a survey,) teach a lesson, or even conduct a multi-part book study.

By scheduling time to create content for your subscribers and keeping an ongoing list of topics you'd like to write about, it will be easy to continue to create content for your audience. The key is to be consistent. By providing consistent, relevant content for your subscribers, on an ongoing regular basis, they will remember you and they are more likely to open and read your emails.

Personalize things. People want to feel important. By personalizing your messages, you make them feel special, like you are talking directly to them. It will help strengthen your relationship with your subscribers.

## Top Tips to Remember When Composing Your Messages

Here are a few tips to keep in mind when composing your email messages. These are designed in a way to encourage readers to open, and read, your messages. Make it easy for your subscribers to consume your content as this will allow them to get to know you better.

- Keep your subject lines short and relevant to the content.
- Personalize your subject lines and your messages by adding the auto-responder code that pulls in their first name. Referring to your subscribers by first name, will personalize your messages and will engage your readers.
- Ensure your emails are relevant to what your subscribers are interested in.
- Write your messages as if you were speaking to one person. Personalize your emails with the subscriber's name. Which type of message would you pay more attention to? One that begins with, Hi Jim, I thought of you when composing today's hot tip because I know how interested you are in (list your topic area here.) Or one that begins with, "Hi Everyone..."
- Compose short paragraphs and leave white space between paragraphs.
- Spellcheck your messages and check to make sure that all links and web pages are working properly before you send your message.
- Provide calls to action in your messages so subscribers are comfortable clicking on your links. Share relevant blog posts, invite subscribers to participate in a survey, or let people know about a recommended product, service, or upcoming program.
- Keep outgoing links to a minimum as the few choices people have, the more likely they are to take action.
- Include a call to action in each message. You can invite them to read a new post, to download a free guide, to like you on Facebook, to complete a survey, to watch a video, or on occasion to consider purchasing a product or program.
- Be sure to end each of your messages with your name and a warm closing such as, "warmest regards" or "all the best."

Keep in mind that no matter how good of an impression you make, sometimes people still unsubscribe from your list. There is no need to take this personally as people are overwhelmed with the amount of email they receive each day. The way to increase your subscriber retention is to provide them with informative, relevant content.

Enjoy an ongoing relationship with your readers by providing them with content they are thirsty for. They will come to know, like, and trust you, and you'll be able to watch your list size, and your business grow.

## Time to Take Action

- Create a five-part follow-up tip series or eCourse.
- Upload your messages to your auto-responder service and schedule your messages to be delivered.
- Compose a broadcast message and send it out to your list. You can send it out immediately, or schedule it for a specific future date. Perhaps you'd like to invite them to a conference call or let them know about your latest blog post or speaking engagement.
- Schedule time in your calendar for composing ongoing messages and weekly broadcasts for your list.
- Enjoy this process and enjoy building ongoing relationships with your subscribers!



## Recommended Resources



[www.WebmailConnections.com](http://www.WebmailConnections.com)



Private Label Rights Content – To Help You Create Content for Your eCourses

[www.BookMarketingMadeEasy.com/easyplr](http://www.BookMarketingMadeEasy.com/easyplr)



Teleseminar and Webcast System

[www.WebTeleseminars.com](http://www.WebTeleseminars.com)



Gravity Forms – WordPress Forms Plugin – For Surveys and More

<http://www.bookmarketingmadeeasy.com/gravityforms>